

# Five key steps to building your funding advisory service



**Swoop**  
for Advisors

# Topics:

- Key issues facing businesses
- Understand what service you want to provide
- Segment your clients
- Start talking about funding
- Embed conversations into your processes
- Product map
- What's next?



**“Building your Funding Advisory Service is a huge opportunity for your firm. You can have a direct influence on your clients building the business of their dreams. At the same time you can build a very profitable service for your firm through commission earned and additional accounting services required to get your clients ready for funding.”**

**Andrea Reynolds, CEO & Founder of Swoop**

# Key issues facing businesses right now:

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- 1 Businesses are too reactive when it comes to funding, often leaving it to the last minute.
- 2 There are over 300 commercial lenders in the UK, many of which do not work directly with SMEs
- 3 Businesses are becoming more dependant on their accountant to advise on funding

“Around half (49%) of business surveyed who accessed finance felt that getting funding had become more challenging over the past three years. Only 13% said it was getting easier.”

**British Chamber of Commerce 04/24**

# Understand what service you want to provide

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## People

Awareness and Education for both your internal team(s) and your clients is important. Who is going to be involved in this internally? What support do they need to deliver this?

## Platform

Utilising the Swoop platform allows you to scale this serviceline, utilise technology to save time as well as ensure a secure environment for sharing information.

## Process

How can this compliment your core offering and ensure all clients benefit? Bedding this into your services is key, it increases the value to your clients and opens up opportunities for upselling your services.

## Pricing

How much are you going to charge for this extra value and where can it help achieve a higher price point when paired with other services?

# Segment your clients

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Here are three steps to getting greater value from your portfolio:

1 Segment your portfolio in areas such as:



Stage of  
business



Industry



Turnover  
range



Existing  
debt



Property  
ownership

2 Create a targeted shortlist so that you are sending specific messages to clients.

3 Swoop can help: contact your customer success manager or log into your account to find out how you can highlight their key metrics and suggest solutions for funding.

# Embed conversations into your processes

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Decide what type of funding service you want to build, then engage with clients to understand their needs.

Does your client know about how you can help them? If funding hasn't been discussed before, it's often the case that your clients may go straight to their bank without speaking with you about it. The only way for them to know about the value you can bring to them is to demonstrate it.

To do this, start by finding out more about your client's business:



What do they want to achieve?



Are they looking to grow or are they struggling?



Are they spending more than they should servicing multiple debts?



By discussing these questions you can demonstrate that you are able to offer advisory services around funding.

# Understand what service you want to provide

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## Year end accounts prep

Embed funding conversations into your year end accounts preparation by asking your client about their property ownership, existing debt, bad debt write-offs and increases in debtor days to explore the opportunity for further funding.

## Plan for Growth

Ask your clients about their plans for growth in the next 12 months. Is their growth conservative because they don't have the funds to expand at their desired rate? Are they happy with their current finance facilities? Do they have problems with being paid by their customers? If money were no object, what would your client do with their business?

## Client onboarding

Utilise the onboarding process to set expectations around funding for your new clients. Being proactive about funding conversations makes you a vital player in your client's business development and an indispensable service.

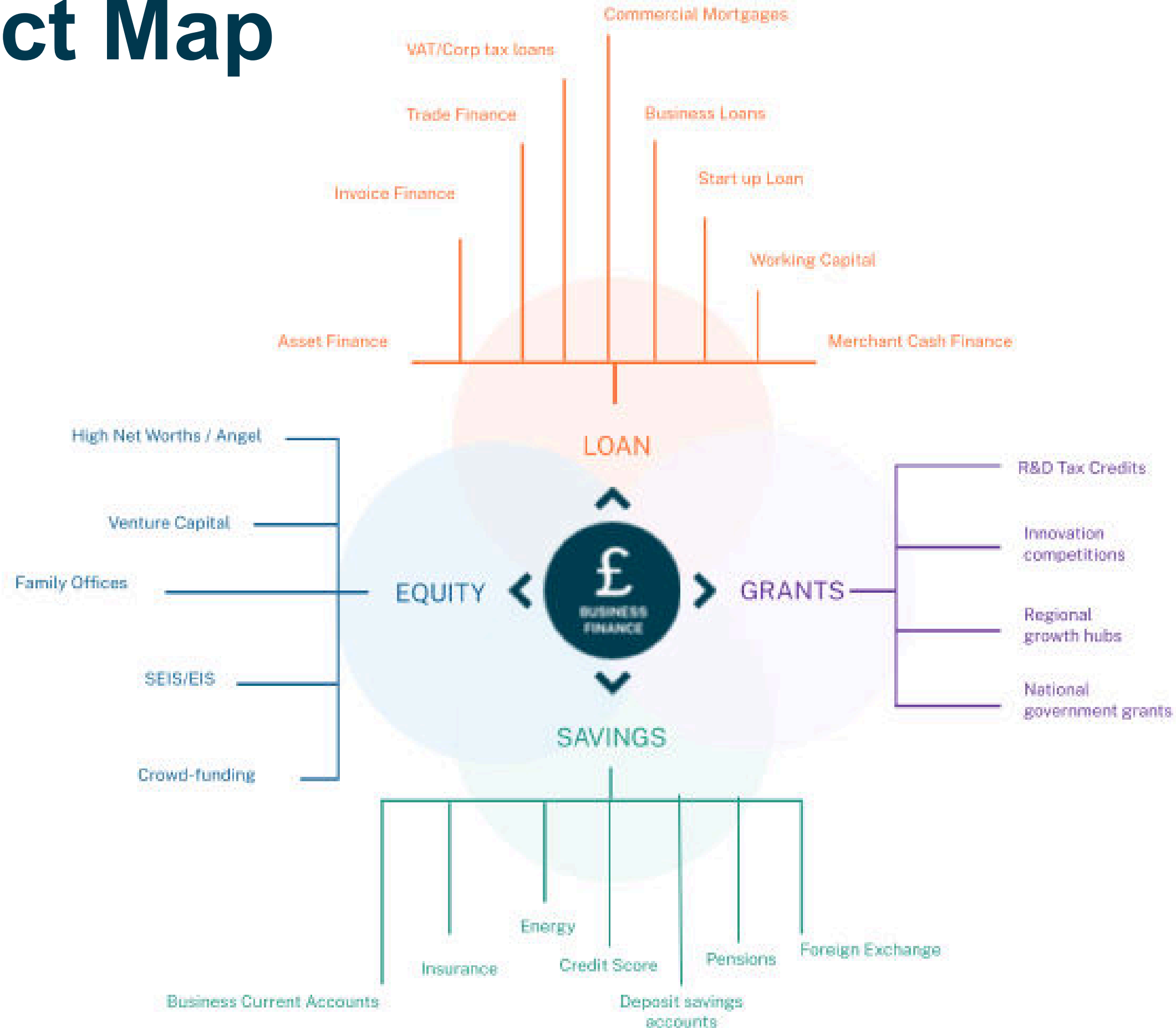
## Management accounts meetings

Management information provided to your client should be accompanied by commentary, allowing you to highlight opportunities for funding.

The numbers can be used as a starting point for identifying funding possibilities and risks, as well as advancing the advisory agenda.



# Product Map



## LOANS

Swoop can match your clients business' with a wide range of loans and other lending options



## GRANTS

Let Swoop simplify the process -we'll match your clients to tailored grant options for their business



## EQUITY

Find the right investors to support your clients business' growth



## SAVINGS

Identify and make immediate savings on your clients business costs

# What's next?

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We've provided you with some general steps to follow and now it's time to put this into practice.

Every advisor's needs are different. Find out if we are right for you, let's have a chat so that we can discuss how we can support you in building out your funding advisory service.

Book in a meeting [here](#).

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